<u>Marked up original</u>:

1. (amended) Independent software components that ~~integrate~~extract and store organization related data ~~using xml and~~ in accordance with a common schema defined by xml metadata to support organization processing.

2. (previously amended) The software components of claim 1 where an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

3. (amended) The software components of claim 1 where the ~~xml further comprises xml based metadata~~data is stored in tables.

4. (previously amended) The software components of claim 1 where the common schema includes an organization designation.

5. (previously amended) The software components of claim 1 where the common schema includes a data dictionary.

6. (previously amended) The software components of claim 1 where the data dictionary defines standard data attributes from the group consisting of account numbers, components of value, currencies, elements of value, units of measure and time periods.

7. (previously amended) The software components of claim 1 where organization related data is obtained from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, external databases and combinations thereof.

8. (previously amended) The software components of claim 1 where at least a portion of the data is from the Internet or an external database.

9. (amended) The software components of claim 1 that convert data to match the common schema as required.

10. (previously amended) The software components of claim 1 that support processing for organization analysis.

11. (amended) Network models for aspects of organization financial performance that support organization analysis, management and optimization.

12. (previously amended) The network models of claim 11 that are selected from the group consisting of models that quantify the impact of sub elements of value on the elements of value, models that quantify the impact of elements of value on enterprise value, models that quantify the impact of each enterprise on organization value, two tiered models that quantify the impact of sub elements of value on the elements of value and the impact of elements of value on enterprise value, two tiered models that quantify the impact of elements of value on enterprise value and the impact of each enterprise on organization value and three tiered models that quantify the impact of sub elements of value on the elements of value, the impact of elements of value on enterprise value and the impact of each enterprise on organization value.

13. (amended) The network models of claim 12 where the inputs to the network models are selected from the group consisting of tangible impact-indicators of element impact, combinations of tangible impact-indicators of element impact and combinations thereof.

14. (previously amended) The network models of claim 12 where the impacts on elements of value, enterprise value and organization value are identified by category of value where the categories of value are selected from the group consisting of current operation, real options, market sentiment and combinations thereof.

15. (previously amended) The network models of claim 14 where the current operation category of value can be further subdivided by component of value where components

of value are selected from the group consisting of revenue, expense, capital change and combinations thereof.

16. (<u>previously</u> amended) The network models of claim 12 where the hidden layer in the network models quantify the relationship between each input, the other inputs and the output measure.

17. (amended) The network models of claim 12 where the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, employee relationships, intellectual capital, intellectual property, partnerships, processes, production equipment, <u>supply chain,</u> vendors, vendor relationships and combinations thereof.

18. (<u>previously</u> amended) The network models of claim 12 where the subelements of value are selected from the group consisting of a single alliance, groups of alliances, a single brand, groups of brands, a single customer, groups of customers, a single customer relationship, groups of customer relationships, a single employee, groups of employees, a single employee relationship, groups of employee relationships, a single piece of intellectual property, groups of intellectual property, a single partnership, groups of partnerships, a single process, groups of processes, a single vendor, groups of vendors, a single vendor relationship, groups of vendor relationships and combinations thereof.

19. (<u>previously</u> amended) The network models of claim 11 that support organization analysis, management and optimization activities from the group consisting of automated equity trading, contribution analysis, element ranking, impact analysis, management reporting, multi-criteria optimization, network optimization, option discount rate calculation, pricing optimization, process optimization, purchasing optimization, simulation, element valuation, closed loop optimization and combinations thereof.

20. (<u>previously</u> amended) The network models of claim 11 that are developed by learning from the data.

21. (<u>previously</u> amended) The network models of claim 20 where the learning is completed on a continuous basis.

22. (amended) The network models of claim 11 that are selected from the group consisting of neural network models, bayesian models, regression models, multi-adaptive regression spline models, ~~multivalent models~~ and combinations thereof.

23. (amended) The network models of claim ~~24~~11 where the ~~type~~aspects of ~~network model used is determined via a tournament~~organization financial performance are selected from the group consisting of revenue, expense, capital change, market sentiment, cash flow and market value.

24. (amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processors in a plurality of computers that have been connected via a network to perform an organization share price method, comprising:

    integrating organization related data in accordance with a common schema, ~~and~~

    developing a model of organization share price ~~by category~~that identifies the value impact of each element of value using at least a portion of said data~~.~~, and

    identifying a trading price for organization shares using said model.

25. (amended) The computer readable medium of claim 24 where the value impact of each element is the product of the relative element contributions to each category of value and the value of the categories of value where the categories of value are selected from the group consisting of current operation, real option, market sentiment and combinations thereof.

26. (amended) The computer readable medium of claim 24 where the common schema further comprises ~~an xml~~ a schema defined in accordance with an xml metadata standard.

27. (previously amended) The computer readable medium of claim 24 where the method further comprises:

    ~~identifying an organization share price cutoff using said model, and~~

    completing one or more organization equity transactions based on the difference between market price and the ~~share~~trading price ~~cutoff~~ in an automated fashion.

28. (amended) The computer readable medium of claim 27 where the share trading price ~~cutoff~~ is the price where the value of organization market sentiment is negative.

29. (amended) The computer readable medium of claim 24 where the method further comprises:

~~calculating a~~ displaying the value impacts for each of one or more elements of value using ~~said share price model, and~~

~~displaying each of the one or more element values using~~ a paper document or electronic display.

30. (amended) The computer readable medium of claim 29 where the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, employee relationships, intellectual capital, intellectual property, partnerships, processes, production equipment, supply chain, vendors, vendor relationships and combinations thereof.

31. (amended) The computer readable medium of claim 24 where the method further comprises:

identifying a list of changes in ~~element~~ indicators of element impact that will optimize one or more aspects of organization financial performance using said model, and

displaying the list of changes and the organization value after the changes.

32. (previously amended) The computer readable medium of claim 31 where the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, employee relationships, intellectual capital, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

33. (amended) The computer readable medium of claim 31 where ~~element~~ the indicators of element impact are selected from the group consisting of composite variables, transaction averages, time lagged transaction averages, transaction ratios, time lagged transaction ratios, transaction trends, time lagged transaction trends, time lagged transaction data, transaction patterns, time lagged transaction patterns, geospatial measures, time lagged geospatial measures, relative rankings, links, frequencies, time periods, average time periods, cumulative time periods, rolling

average time periods, cumulative total values, the period to period rates of change and combinations thereof.

34. (previously amended) The computer readable medium of claim 31 where aspects of organization financial performance are selected from the group consisting of revenue, expense, capital change, current operation value, real option value, market sentiment value, market value and combinations thereof.

35. (previously amended) The computer readable medium of claim 24 where organization related data are obtained from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, external databases and combinations thereof.

36. (previously amended) The computer readable medium of claim 24 where the data includes historical data, forecast data and combinations thereof.

37. (previously amended) The computer readable medium of claim 24 where the data are transaction data, descriptive data, geospatial data, text data, linkage data and combinations thereof.

38. (previously amended) The computer readable medium of claim 24 where an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

39. (amended) The computer readable medium of claim 24 that identifies and analyzes the factors that affecthave an effect on facets of organization financial performance where the facets are selected from the group consisting of intellectual capital, elements of value, components of value, categories of value and combinations thereof.

40. (previously amended) Independent software components that integrate organization related data from a plurality of sources using a common data dictionary to support organization processing.

41. (previously amended) The software components of claim 40 where an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

42. (previously amended) The software components of claim 40 where the data dictionary comprises part of an xml schema.

43. (previously amended) The software components of claim 40 where the data dictionary defines standard data attributes from the group consisting of account numbers, components of value, currencies, elements of value, units of measure and time periods.

44. (previously amended) The software components of claim 40 where organization related data is obtained from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, external databases and combinations thereof.

45. (previously amended) The software components of claim 40 where at least a portion of the data is from the Internet or an external database.

46. (previously amended) The software components of claim 40 that convert data to match the common data dictionary as required.

47. (previously amended) The software components of claim 40 that support processing for organization analysis.

48. (previously amended) The software components of claim 40 that support processing for organization management.

49. (newpreviously added) The software components of claim 40 that support processing for organization optimization.

Remarks

The Applicant respectfully requests consideration of the present application as amended herewith.

Respectfully submitted,

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